

## Discrete Math – Board of Director’s Proposal

Group Member’s Names:

**Scenario:** You work for a global marketing company that develops products to be sold around the world. Your job is to present a proposal to the company’s Board of Directors with the details of two or three new products that can be developed and marketed to a specific group of people in another part of the world. You have been allocated \$2,500,000 to complete your project.

### Your proposal must

- Identify the country that you will market to
- Report information about the country including detailed and relevant information about the country
  - Background
  - People
  - Customs and Courtesies
  - Lifestyle
  - Society
- Detailed information about your products
  - Materials needed to create your products
  - Time required for each product
  - Resources available from your country
- Create a business model using excel to show how many of each product you can make
  - Identify decision variables
  - Identify the objective function
  - Identify constraints
- Create an advertisement using Animoto to present your information to the Board of Directors.
  - Product Names
  - Group member’s Names
  - Pictures of the country
  - Information about the country that you have researched that is relevant to your products
  - Allocation of resources
  - Production rates of your products
  - Total Profit that you will make for the company
  - Be at least 1 minute long
- A final reflection based on your research of the country that answers the question: Why would your products be successful?

**For example, consider this information about Chad, Africa:**

*Even in cities, most Chadians do not have electricity or running water.*

*Small generators or oil lamps are used, and water is collected from wells or purchased from dealers.*

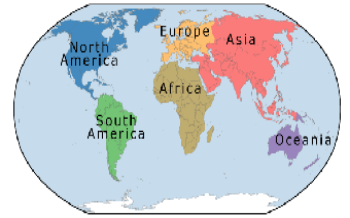
Based on this information, what are 5 products that would **NOT** be very marketable to the people of Chad?

Based on this information, what are 5 products that may be very marketable to the people of Chad?

**Look at the list of countries provided by your teacher. Which country are you interested in researching? What do you already know about this part of the world? On your own paper, brainstorm your ideas with your partner.**

In the library, you will use **CultureGrams** to begin developing a better knowledge of the world you have selected to research.

- Go to <http://mhs.wcpss.net> → click on Media Center → scroll down to the map on the left side of the screen → Click on the area of the world you are researching.
- Use the links on the left-side of the page to explore this country/part of the world.



Afghanistan	Dominican Republic	Macedonia	Saudi Arabia
Albania	East Timor	Madagascar	Senegal
Algeria	Ecuador	Malawi	Serbia
American Samoa	Egypt	Malaysia	Seychelles
Andorra	El Salvador	Maldives	Sierra Leone
Angola	Eritrea	Mali	Singapore
Argentina	Estonia	Malta	Slovakia
Armenia	Ethiopia	Marshall Islands	Slovenia
Azerbaijan	Georgia	Mauritania	Somalia
Bahrain	Ghana	Mauritius	South Africa
Bangladesh	Grenada	Micronesia	South Korea
Belarus	Guam	Moldova	Sri Lanka
Belize	Guatemala	Monaco	Sudan
Benin	Guinea	Mongolia	Suriname
Bhutan	Guinea-Bissau	Montenegro	Swaziland
Bolivia	Guyana	Montserrat	Syria
Bosnia and Herzegovina	Haiti	Morocco	Taiwan
Botswana	Honduras	Mozambique	Tajikistan
Brazil	Hungary	Myanmar	Tanzania
Brunei	India	Namibia	Thailand
Bulgaria	Indonesia	Nauru	Togo
Burkina Faso	Iran	Nepal	Tonga
Burundi	Iraq	Netherlands	Trinidad and Tobago
Cambodia	Israel	New Caledonia	Tunisia
Cameroon	Jordan	Nicaragua	Turkey
Cape Verde	Kazakhstan	Niger	Turkmenistan
Central African Republic	Kenya	Nigeria	Tuvalu
Chad	Kiribati	North Korea	Uganda
Chile	Kosovo	Norway	Ukraine
China	Kuwait	Oman	United Arab Emirates
Colombia	Kyrgyzstan	Pakistan	Uruguay
Comoros	Laos	Palau	Uzbekistan
Congo-Brazzaville	Latvia	Panama	Vanuatu
Congo-Kinshasa	Lebanon	Paraguay	Venezuela
Costa Rica	Lesotho	Peru	Vietnam
Croatia	Liberia	Philippines	West Bank and Gaza
Cuba	Libya	Qatar	Yemen
Czech Republic	Liechtenstein	Romania	Zambia
Djibouti	Lithuania	Rwanda	Zimbabwe
Dominica	Luxembourg	Samoa	